

REMARKS

Claims 5, 16, 17 and 30-33 are cancelled without prejudice or disclaimer. Therefore, claims 1-4, 6-15, 18-29, and 34-37 are the claims currently pending in the Application.

Claims 1-3, 6-12, 18-20, 26, 28 and 34 are amended to clarify features recited thereby. These amendments are fully supported by Applicant's disclosure.

Formal Matters

Applicant thanks the Examiner for acknowledging the claim for foreign priority and the receipt of the priority document.

Rejection of Claim 26 under 35 U.S.C. § 112, Second Paragraph

Claim 26 is rejected under 35 U.S.C. § 112 second paragraph, as being indefinite, on the grounds that claim 26 recites the phrase "or the like." Claim 26 is amended. Therefore, this rejection should now be withdrawn.

Rejection of Claims 1-37 under 35 U.S.C. §102(e)

Claims 1-37 are rejected under 35 U.S.C. §102(e) as being anticipated by Boesch et al., U.S. Patent No. 6,092,053. This rejection is traversed.

Among the problems recognized and solved by Applicant's claimed invention is that when a customer visits for a second time a commodity ordering website to purchase an item from that website, much of the same customer information that was used in the previous visit by the customer will be used again. For example, the same

IN THE DRAWINGS

Formal Drawings comprising four (4) sheets are filed herewith.

credit card number of the customer entered at a previous visit to the website will be used again, unless the customer remembers to enter a different credit card number on the current visit. Also, the customer may be prevented from changing a delivery address for the commodity now purchased, unless the customer information is entered again at this current visit. Accordingly, according to an aspect of Applicant's claimed invention, customer information, including alternative pieces of information for an item of the customer information, is displayed to the customer. The prior art, including Boesch does not identify the problems discussed above, let alone disclose or suggest the solutions provided by Applicant's claimed invention.

For at least the following reasons, Applicant's claimed invention is neither anticipated by nor rendered obvious from Boesch. Independent claims 1, 12 and 26 require displaying customer information comprising a plurality of items, such that for at least one of the plurality of items alternative pieces of information are displayed.

Boesch discloses merchant invoked electronic commerce (Boesch, Title), in which a CIS (consumer information server) stores information about the consumer and mediates between the consumer's browsers and the merchant's server (Boesch, Abstract, and col. 5, lines 51-col. 7 line 44). Boesch discloses that the consumer has the option of changing the consumer information, for instance if the consumer wishes to change the shipping address, the consumer can enter a new shipping address (Boesch col. 9, lines 62-col. 10 line 1); that the CIS can provide a number of possible entrees into the same information block with a preferred entry, such that the CIS software chooses the preferred entry to enter into the information block using a selection process, such as the most popular, the last used, or the first used (Boesch, col. 10, lines 1-7); and that information

options are available to the consumer in the form of directory addresses, shippers, shipping methods, credit cards and other information options (Boesch, col. 10, lines 13-17).

Boesch does not disclose or suggest that alternative pieces of information provided by a user are displayed to the user for an item of information of the customer information. As discussed, the possible entries provided by the CIS software for entry into the information block may be entries commonly used by previously customers, not entries provided by the user who is visiting the website. Thus, Boesch does not disclose or suggest displaying customer information comprised of a plurality of items, at least one item of the plurality of items including alternative pieces of information provided by the user, as required by independent claims 1, 12 and 26.

In fact, Boesch belongs to the prior art recognized by Applicant's claimed invention, because Boesch does not disclose or suggest the problems recognized and solved by Applicant's claimed invention, let alone disclose or suggest a solution provided by Applicant's claimed invention. In particular, by way of illustration, Boesch does not disclose or suggest the problem that the same credit card number of the user entered at a previous visit to the website will be used again, unless the user remembers to enter a different credit card number on the current visit; or that the customer may be prevented from changing a delivery address for the commodity now purchased, unless the customer information is entered again at this current visit. Boesch clearly does not disclose or suggest the solutions provided by Applicant's claimed invention. Therefore, Boesch does not disclose or suggest the recitations of independent claims 1, 12 and 26.

Claims 2-4, 6-11 depend from independent claim 1, claims 13-15 and 18-25 depend from independent claim 12, and claims 27-30 and 34-37 depend from independent claim 26. Therefore, claims 2-4, 6-11, 13-15, 18-25, 27-30, and 34-37 are patentably distinguishable over the prior art for at least the reasons that independent claims 1, 12 and 26 are patentably distinguishable over the prior art. Therefore, the Examiner is respectfully requested to withdraw the rejection of claims 1-4, 6-15, 18-30, and 34-37.

For at least the following reasons set forth in the foregoing discussion, Applicant believes that the Application is now allowable, and respectfully requests that the Examiner reconsider the rejections and allow the Application. Should the Examiner have any questions regarding this Amendment, or regarding the Application generally, the Examiner is invited to telephone the undersigned attorney.

Respectfully submitted,



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